Mac App Store

Marketing and Advertising Guidelines for Developers

November 2012

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Overview

These guidelines are provided to help Mac Developer Program members correctly promote their affiliation with the Mac App Store on websites, advertising, and all other marketing communications. The guidelines include important information on using the Mac App Store badges, best marketing practices related to the Mac App Store, and details on using Apple product images.

Important: Apple approval required
All marketing or advertising materials in print or video format, or materials with high visibility in any format, must be submitted to and approved by Apple before publication or broadcast. Submit your initial concept, storyboard, or rough cut via email as described below. Allow a minimum of five to seven business days for a response. Note that no response from Apple in this timeframe does not grant approval of your materials. Apple can review work-in-progress materials; however, all final materials must be approved by Apple before publication or broadcast.

All materials containing custom photography or video of Apple products must be submitted and approved by Apple before publication or broadcast.

Marketing review: Marketing materials for Apple review should be sent to appstoremarketing@apple.com. Marketing includes any promotional communications that are not part of a paid media buy; for example, video trailers and tutorials, printed newsletters and flyers, and other printed promotions. Submit an example of your communication and briefly describe the app you are promoting, the media, and the communication goals.

Advertising review: Advertising materials for Apple review should be sent to appstoreadvertising@apple.com. Advertising includes any promotional communications that are part of a paid media buy; for example, TV spots, print ads, outdoor billboards, and other paid-for media. Submit all creative along with the media plan (flight timing and placements) and spend details.

Submission requirements
Submit all correspondence in English and provide English localization of materials if necessary. Attach materials to an email message, provide login details to your secure FTP site, or use a password-protected web delivery service. Include the following information with your materials: company name and app name as they appear on the Mac App Store, Apple App ID (the nine-digit unique identifier for your app), and contact phone number.

Who can use Apple-provided marketing assets
The Mac App Store badges and the Apple product images shown in these guidelines are for use only by Mac Developer Program members who have agreed to the Mac App Marketing Artwork License Agreement. The license agreement is available to review and download from the Marketing Resources section of the App Store Resource Center for Mac.

Apple reserves the right to withdraw permission to use the Mac App Store badges or Apple product images anytime their use is inconsistent with these guidelines or is otherwise deemed inappropriate by Apple.

The information in these guidelines is subject to change. Refer to the App Store Resource Center for Mac at https://developer.apple.com/appstore/index.html for updates.

Support
Mac Developer Program support is available at http://developer.apple.com/contact.

Legal requirements
All materials must properly attribute every Apple trademark with the appropriate symbol and credit lines. See www.apple.com/legal/trademark for more detailed legal requirements.

Mac App Store Badges

Basics

Download on the Mac App Store badge
Use the Download on the Mac App Store badge on all electronic communications including websites, web banner ads, mobile device banner ads, email promotions, online newsletters, and online direct mail.

Available on the Mac App Store badge
Use the Available on the Mac App Store badge for all printed communications and promotions that do not have web-linking capabilities, such as TV spots, print ads, video trailers, printed flyers, and printed direct mail.

Badge use
A Mac App Store badge must be used in both marketing and advertising communications, such as TV spots, print ads, video trailers, email, newsletters, and websites, whenever you promote your app offered on the Mac App Store. Only the badges shown here are approved by Apple. Badges must be used as provided and cannot be modified.

For online communications, you must use the Download on the Mac App Store badge. Provide a link to your app on the Mac App Store wherever the badge is used. To obtain the link for your app, go to your product page in the Mac App Store. Right-click or Control-click your app icon and select Copy Link. Embed the link in the Mac App Store badge.

Localized badges
Apple provides badge artwork with the "Available on the" and "Download on the" modifiers translated into regional languages. Do not create your own version of a localized badge. Always use artwork provided by Apple without modification.

The name *Mac App Store* always appears in English. Never translate *Mac App Store* or alter the localized badge artwork provided by Apple in any way.

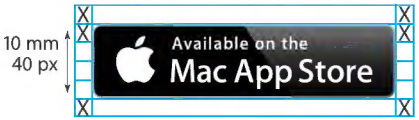
Localized guidelines
In some regions, a translated version of these guidelines can be downloaded from https://developer.apple.com/appstore/mac/resources/marketing/index.html.

Mac App Store Badges

Graphic Standards

Minimum clear space and minimum size

- Minimum clear space is equal to one-quarter the height of the badge.
- Do not place photos, typography, or other graphic elements inside the minimum clear space.
- Minimum size is 10 mm for use in printed materials and 40 pixels for use onscreen.
- Always select a size that is clearly legible but not dominant.



Minimum clear space and minimum size for advertising on mobile devices

When the badge is placed on advertising with very limited layout space, such as banners for mobile devices, follow these guidelines:

- Minimum clear space is equal to one-tenth the height of the badge.
- Select a badge size that is clearly legible on the target mobile devices.
- The badge cannot be the dominant graphic in the layout. It must be placed below or after the app or company name or identity.
- Use the .svg format badge artwork provided for optimum legibility on Retina displays. See "Artwork" to the right.

Backgrounds

The Mac App Store badges always appear in black and white as shown here. The gray border surrounding the badge is part of the artwork and must be included. The badges can be placed on:

- A black or white background
- A solid-color background
- A background image as long as legibility is not diminished

Artwork

Badge artwork is provided in .svg format for web or onscreen communications and .eps format for use in printed materials.

Mac App Store Badges

Do's and Don'ts

Do

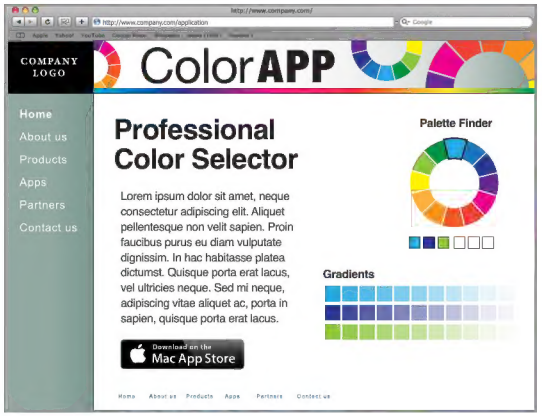
- Use only current badge artwork provided by Apple without modification.
- Always use a badge on marketing and advertising materials that promote your app offered on the Mac App Store, including:
  - Web pages
  - Newsletters
  - Email promotions
  - Video trailers
  - Print advertising and promotions
  - Web banner ads
  - Mobile ads
  - TV ads
  - Outdoor advertising
- For online communications, use the Download on the Mac App Store badge. Embed a link to your app on the Mac App Store.
- Use only one Mac App Store badge on a layout or video sequence.
- Place the badge in a subordinate position on the layout following your app or company identity. The badge should be smaller than your main message, company identity, or app graphics.
- On merchandise hang tags or packaging, include the badge only when your app is also promoted on the hang tag or package.
- If the badge appears with badges that represent other platforms, place the Mac App Store badge first.

Don't

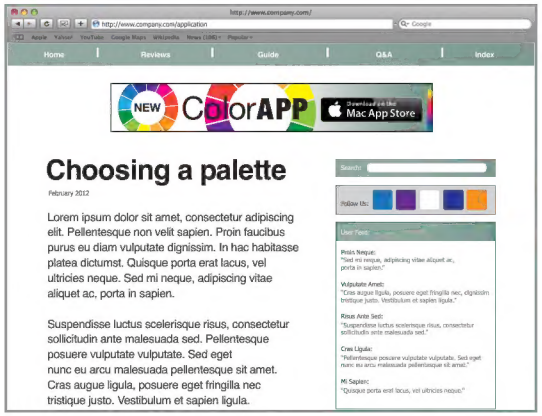
- Do not use a Mac App Store badge on general promotions for your company or overall product offerings. The badge must be associated only with an app that is available on the Mac App Store.
- Do not use a badge if your media cannot reproduce the badge artwork clearly and at high resolution.
- Do not make the badge the primary message or main graphic on your layout. It must be secondary to your main message and company or app identity.
- Do not use the Apple logo on its own.
- Do not animate, rotate, or tilt the Mac App Store badge.
- Do not alter the badge artwork in any way.
- Do not refer to OS X. Instead use *Mac* or other correct product names.
- Do not use graphics or images from Apple's website or the Mac App Store.
- Do not use the Mac App Store badge as part of a compatibility message. List the names of the products your app supports.
- When designing for multiple languages, do not use additional localized badges. Instead, display translations in text below the badge.

Mac App Store Badges

Examples


COMPANY LOGO
ColorAPP
Home
About us
Products
Apps
Partners
Contact us
Professional Color Selector
Lorem ipsum dolor sit amet, neque consectetur adipiscing elit. Aliquet pellentesque non velit sapien. Proin faucibus purus eu diam vulputate dignissim. In hac habitasse platea dictumst. Quisque porta erat lacus, vel ultricies neque. Sed mi neque, adipiscing vitae aliquet ac, porta in sapien, quisque porta erat lacus.
Palette Finder
Gradients
Download on the Mac App Store

Web page promoting an app


NEW
ColorAPP
Download on the Mac App Store
Choosing a palette
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque non velit sapien. Proin faucibus purus eu diam vulputate dignissim. In hac habitasse platea dictumst. Quisque porta erat lacus, vel ultricies neque. Sed mi neque, adipiscing vitae aliquet ac, porta in sapien.
Suspendisse luctus scelerisque risus, consectetur sollicitudin ante malesuada sed. Pellentesque posuere vulputate vulputate. Sed eget nunc eu arcu malesuada pellentesque sit amet. Cras augue ligula, posuere eget fringilla nec tristique justo. Vestibulum et sapien ligula.

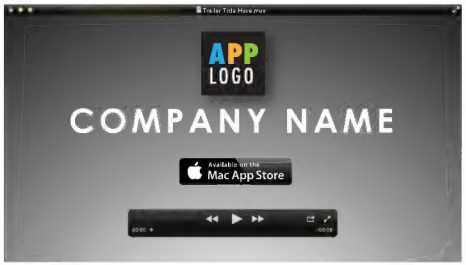
Banner ad on web page

Print ad

Mobile advertising

Mobile ad sign-off

Banner ad on mobile device



Video trailer

Featuring Apple Products

Basics

Apple product images

Apple product images of iMac, MacBook Pro, and MacBook Air can be used only to promote your app available on the Mac App Store. They cannot be used by developers for any other purpose.

Apple product images can be downloaded at https://developer.apple.com/appstore/mac/resources/marketing/index.html. Use only the Apple-provided images included in the Mac App Marketing Artwork License Agreement. Refer to page 10 for information on correctly placing the screenshot of your app on the Apple product screen. Do not display an illustration or rendering of a Mac computer in promotional communications. Illustrations should be limited to instructional material.

Do not use Apple product images along with images of competitive products in your communications. References to multiple platforms and competitive products can be made in copy.

Apple product images on backgrounds

The Apple-provided product images look best displayed on a white background. A black or color background can be used as long as it does not diminish the Apple product. Do not place product images on a cluttered background.

Apple product image size

Do not display Apple products on very large marketing materials, such as large-scale outdoor promotions. The resolution of the product image files is not sufficient for use at very large sizes. Apple product images must be used at a size that displays clearly at the resolution provided.

Multiple Apple products

Multiple Apple product images can be displayed, with different screens or the same screen on each product. If you are an iOS developer and qualify to use iPhone, iPad, or iPod touch images from Apple, you can display images of those Apple devices along with a Mac product image. Do not overlap product images; place them side by side. Make sure that multiple Apple products displayed together are shown in the correct relative sizes.

iMac

The 27-inch iMac image is provided in both full-screen and desktop display options.

MacBook Pro

The 15-inch MacBook Pro with Retina display image is provided in both full-screen and desktop display options.

MacBook Air

The 13-inch MacBook Air image is provided in both full-screen and desktop display options.

Featuring Apple Products

Do's and Don'ts

Do

- Use the most current Apple product images provided on the Mac App Store Resource Center site.
- Maintain separation from competitive products. Always feature Apple products on their own, not grouped with products from other companies.
- If multiple app screens are displayed, it is acceptable to repeat the Mac computer images by placing them side by side. Maintain the correct relative product sizes whenever multiple products are shown.
- Secure the display rights to any trademarks or copyrighted material that you display on the product screen.
- Display your app on the product screen exactly as it appears when your app is running. Use only authentic screenshots from your app that appear naturally when your app is open.
- Place violators, bursts, and promotional copy beside the product images, not on top of them.
- Use Apple product images at a size that is clearly legible at the image resolution provided. If you require high-resolution product images for large-scale promotions such as outdoor advertising, send email to appstoremarketing@apple.com and describe your marketing requirements and media.

Don't

- Do not crop, cut off, overlap, or obstruct any part of the product images.
- Do not alter, distort, or modify the product images. Do not add or modify reflections or shadows.
- Do not create buttons or icons with a product image.
- Do not group Apple products with competitive products. Always display Apple product images on their own.
- Do not display an Apple product image on a cluttered background.
- Do not display an Apple product with a blank screen.
- Do not tilt or angle the product images.
- Do not animate, flip, spin, or rotate the product images.
- Do not die-cut a printed promotion in the shape of an Apple product image.
- Do not use graphics or images from Apple's website or the Mac App Store. Do not imitate Apple layouts.
- Do not cover any part of the Apple product image with violators, bursts, or promotional type. Do not surround the product with a highlight.
- Do not overlap multiple Apple products.
- Do not add cases or covers to Apple products.
- Do not render in 3D or create any simulation of an Apple product.
- Do not use illustration to render an Apple product, except for instructional material. If generic products are illustrated, do not include details that are unique to Apple products, such as the iMac shape.
- Do not use Apple product images or the Mac App Store badges on any disposable packaging or food industry promotions. Use the product name in text only.
- Do not add graphic elements that appear to enter or come from the product screen.
- Do not use images of the Mac App Store on the desktop in your communications. Do not show your app's listing in the Mac App Store on the product screen.
- Do not incorporate Apple product images into your screenshots. Screenshots should display only the actual screen images from your app that a user will see when the app is running.

Featuring Apple Products

Examples

Displaying your Mac app screen
You can display your app screen using one of the two options shown to the right. The full-screen option can be used only if your app displays full screen on the selected Apple product.

Full-screen display option
You can display your app full screen on an Apple product image only if your app displays full screen on that product.

Desktop display option
You can display your app's screen on the Apple product's desktop.

Avoid mistakes
Do not include a promotional message on your app screen. Display only authentic screenshots from your app.

Do not display any of the Apple product images smaller than 20 mm in height for printed materials and 150 pixels onscreen.

Featuring Apple Products

Working with Apple-Provided Product Images

Placing your app screen on the Apple product image

Each Apple product image file is provided in Adobe Photoshop .psd format, so that you can display your app in the gray neutral screen area provided. Only imagery that appears naturally onscreen when your app is open can appear on the Apple product screen. **Never display promotional copy on the Apple product screen. Never add images or Dock icons that you do not own.**

For an Apple product image in the full-screen option, open the file in Adobe Photoshop. Double-click the icon in the "Replace Contents to Update Screen" layer (a Smart Object layer). A new working window opens. Place the artwork for your app screen in the blank window of the "Your Fullscreen Application" nested layer. Save it and close the window. The gray neutral screen image updates automatically with your artwork.

For the desktop display option, you will see several nested Smart Object layers under the "Screen–Enter" layer. Follow the instructions to the left to place your app screen image in the "Replace Contents to Update Screen" nested layer. Then you'll need to complete two additional steps: customizing the menu bar titles to match your app's menu bar and adding your Dock icon.

The "Titlebar Text" nested type layer provides an editable menu bar. Using the Type tool, select the existing menu titles and replace or add titles (File, Edit, View, and so on) as they appear in your app. For each title, use an initial uppercase letter followed by lowercase letters. Do not change the font. Proofread your titles carefully for errors before publishing the image.

Next, place your Dock icon by opening the "Your Dock Icon" nested layer. Place and size the artwork for your app's Dock icon to fit the blank circular field in the "Replace Contents" nested layer. Save and close the nested windows. The Dock updates automatically to include your Dock icon.

The RGB file can be exported or saved for the web. It can be converted to CMYK color mode and saved in .psd or .tiff format for use in print layouts. If you are using the files for print, you must place a screen image in the file that is of sufficiently high resolution for printed materials (at least 2x screen resolution).

Menu bar and Dock

When the desktop display option is used, the menu bar must match the menu bar for your app, and your Dock icon must appear in the Dock. Follow the instructions in "Placing your app screen on the Apple product image" to the left.

Custom Photography and Video

Do's and Don'ts

Custom still photography and video of Apple products are allowed only with express written consent and approval from Apple. Follow the submission instructions on page 3 to obtain Apple approval of your photography or video concept.

Feature your app in a realistic and authentic manner when creating custom photography and video. Display the app on an Apple product exactly as a customer will experience it when the app is running.

Never copy or imitate Apple advertising or Apple motion graphics. Reflect the visual style of your company, not Apple.

Do

- Show only content you have the legal right to display. For example, do not show album art or celebrity faces you do not have the rights to display.
- Feature only the most current Apple products. If multiple Apple products are shown, display them in the correct relative sizes.
- Use only products for which you have Apple approval.
- Display only authentic screens from your app. Don't add graphics or messages.
- A straight-on product shot is preferred and is easier to work with. Do not use extreme angles.
- Always display the product "as is" (for example, do not add accessories).
- In video, use straightforward transitions such as fade or dissolve.
- If app usage video sequences are shortened, display a "sequences shortened" disclaimer.
- Start your app on the splash screen with the app open.
- It is acceptable to show people using the Apple product in an authentic way. Portray the interaction in a simple, clear manner.
- Include Apple credit lines wherever legal information is provided.

Don't

- Do not alter, distort, or enhance an Apple product in any way. The product's color, shape, size, and form must be accurate.
- Do not feature Apple product functions; focus on your app's functionality.
- Do not show an Apple product along with a competitive product from another manufacturer.
- Do not use an Apple product to take advantage of the promotional value of the Apple brand. Your app should stand on its own merits.
- Do not focus on the Apple logo on products to take advantage of the promotional value of the Apple brand.
- Do not display a blank screen.
- Do not clutter Apple products with props, models, or accessories.
- Do not engage in "suspension of disbelief" by showing Apple products or your app in a fantastic or unrealistic manner. Do not show products engaging in actions they are not capable of performing, such as flying through the air or swimming underwater.

Promoting Your App

Basics

Using Apple product names in copy
When promoting your app in marketing communications, state that it is "for" Apple products. For example, say "*app name* for Mac," or use a phrase such as "works with" or "compatible with." Do not say "Mac *app name*" or "Mac app."

When including your company name, lead with the company name followed by the app name and end with the appropriate Apple product name(s). For example, it is correct to say "*Company name App name* for Mac."

Apple product names can appear in copy along with the names of other computers or devices. List Apple products first. Although the names of competitive products can be used in promotional copy, never display Apple product images alongside the images of competing computers or mobile devices.

If you refer to specific Mac products in body copy, use complete Apple product names as shown on the Apple website at www.apple.com. Pay careful attention to spelling, spacing, and capitalization. For example, *Mac* is always set with an uppercase *M* followed by lowercase letters; *MacBook* is one word with an uppercase *M* and *B;* and *iMac* always begins with a lowercase *i* followed by an uppercase *M* and ending with lowercase letters. *iMac* begins with a lowercase *i* even when it is the first word in a sentence.

Using *Mac App Store* in copy
When using the name *Mac App Store* in headlines or copy, always typeset *Mac App Store* as three separate words with an uppercase *M, A,* and *S* followed by lowercase letters. Do not translate *Mac App Store* in headlines or body copy. Always set *Mac App Store* in English, even when it appears within text in a language other than English. Include only the article *the* before *Mac App Store*. Never include other descriptors; for example, do not say *Apple Mac App Store*. Do not specify a product model; for example, do not say *MacBook App Store*. It is correct to say that your app is *available on the Mac App Store*. It is also correct to say that your app can be *downloaded from the Mac App Store*.

Suggested messaging
You can use these suggested messages in your communications to describe the Mac App Store, or you can develop your own copy. Make sure that you use the name *Mac App Store* correctly as described above.

Short copy block:

> The Mac App Store is the best way to discover and buy new apps for the Mac, right on the Mac.

Long copy block:

> The Mac App Store is the best place to discover and buy new apps made just for the Mac, right on your Mac. You can browse apps by category—from games to business, education to entertainment, productivity to social networking—or do a quick search for something specific. When you find an app you like, click to buy it. Your new app will be automatically installed on your Mac and ready to go. And the Mac App Store will notify you when free updates are available, so you'll always have the latest version of every app.

URL address naming
Apple trademark names can be included in your URL address only when the trademark follows your company and/or product name. Apple trademarks can be used only in URLs for web pages that feature apps developed specifically for the Apple product named. Never start a URL with an Apple trademark.

Acceptable:
www.company.com/app/mac
or
www.company.com/mac

Not acceptable:
www.macapp.com
or
www.macweatherapp.com

Affiliate Program for App Developers
Join the Affiliate Program and earn commission on qualifying revenue generated by links to the App Store, Mac App Store, iBookstore, and iTunes from your app or website. You can also benefit from the tracking and app metrics provided by affiliate-powered links. Find out more at www.apple.com/itunes/affiliates.

Contests and Sweepstakes
Apple does not approve the use of Mac computers as awards in contests and sweepstakes, or as prizes and giveaways.

Promoting Your App

Do's and Don'ts

Do

- Always use the correct Apple product names with correct capitalization, such as *MacBook Air, MacBook Pro,* and *iMac*. Do not use variations such as *Air* or *Pro*.
- Always use Apple product names, such as *MacBook Air, MacBook Pro,* and *iMac*, in singular form. Never say *MacBook Airs, MacBook Pros,* or *iMacs*.
- Use clear messaging. It is correct to say that an app is *available on the Mac App Store*. It is also correct to say that an app can be *downloaded from the Mac App Store*.
- Typeset all headlines and body copy in your promotions in a manner that is consistent with your company's identity. Match the font used in the rest of your communication when typesetting *Mac App Store* or Apple product names.
- Include a clear call to action in your communications. For example, say *Search (Company name) on the Mac App Store* or *Search (App name) on the Mac App Store*.
- Include the Mac App Store link to your app in offline communications. See the links page in the Marketing Resources section of the Mac App Store Resource Center.

Don't

- Do not copy or imitate any Apple advertising, marketing, or messaging for Apple products or the Mac App Store.
- Do not use headlines, copy, icons, or images from Apple's website at www.apple.com or the Mac App Store.
- Do not refer to Apple operating systems; use the names of Apple products to describe compatibility.
- Do not list Apple product names that are not compatible with your app.
- Do not imitate Apple typography. Mac App Store messaging should match the typographical style of the rest of your communication.
- Do not suggest ownership or customization of the Mac App Store. For example, do not use *Get your favorite games on the (Company name) Mac App Store*. Instead use *Get your favorite (Company name) games on the Mac App Store*.
- Do not translate *Mac* or any other Apple trademark. Always set Apple trademarks in English, even when they appear within text in a language other than English.
- Do not use the term *downloadable*.
- Do not use *at the Mac App Store*. Always use *on the Mac App Store* or *from the Mac App Store*.
- Do not indicate any kind of sponsorship or endorsement by Apple.

Never refer to Apple operating systems. Instead, list Apple product names.

Never typeset Apple product names using all uppercase letters.

Never typeset Apple product names with a lowercase *i* followed by all uppercase letters.

Never use a Myriad font for Mac App Store–related text.

Promoting Your App

Audio and Video

Always promote your app only as described on pages 13 and 14. Additional instructions for audio and video promotions are listed here.

Audio promotions
Do not imitate Apple advertising. The tone of an audio spot should reflect the style of your company and product, not Apple.

Focus on the benefits and functional advantages of your app. Do not take advantage of the promotional value of the Apple brand. Do not emphasize Apple product functions.

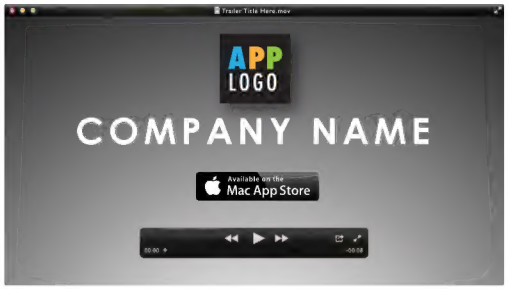
Do not use the native sounds of the Mac as audio elements of your communications. Use only the sounds that your app makes naturally when running.

Video trailers and promotions
Use the Mac App Store badge only once on a video trailer or promotion.

Do not imitate Apple motion graphics or video advertising. Your video should have the look and feel of your company and product communications.

When listing iPhone, iPad, or iPod touch as part of a compatibility message, follow the guidelines available from the Marketing Resources section of the App Store Resource Center at https://developer.apple.com/appstore/resources/marketing/index.html.

Do not use Mac gestures such as trackpad swipes to perform scene transitions in a video.



Mac App Store badge
When shown with your company or app identity, the badge must be placed in a subordinate position.

COMPANY NAME
Name of App for Mac
Apple, the Apple logo, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

SEARCH COMPANY NAME ON THE MAC APP STORE
Available on the
Mac App Store
Apple, the Apple logo, and Mac are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Trademark attribution
At the end of the video, display the correct credit lines only for Apple trademarks actually used in your video. Maintain clear space requirements when credit lines follow the badge.

Avoid mistakes
Do not refer to Apple operating systems. Use the correct Apple product names.

Compatibility message
If you promote your app for both iOS and OS X platforms, list the correct iOS product names, and use *Mac* to include Mac computers on the list.

Mac App Store Icon

Mac App Store icon
Use the Mac App Store icon only when displaying a lineup of media icons with a similar shape and size. Never use the icon instead of the Mac App Store badge on marketing communications, even when layout space is limited. The icon artwork is available at https://developer.apple.com/appstore/mac/resources/marketing/index.html.

Icon use
The Mac App Store icon can be used only when required for placement alongside other media icons of a similar size.

Banner ads
On marketing communications and advertising, use a Mac App Store badge or refer to the Mac App Store in text.

Avoid mistakes
Never use the Apple logo alone on any communication.

Avoid mistakes
Even when layout space is limited, do not use the Mac App Store icon on marketing communications. The only Apple-approved use of the icon is described on this page.

Legal Requirements

Apple requirements
Your app screen images, Mac product images, or photographs thereof cannot be used in any manner that falsely suggests an association with Apple or is likely to reduce, diminish, or damage the goodwill, value, or reputation associated with Mac computers or Apple itself.

Obtaining Apple approval
All marketing and advertising materials in print or video format, materials containing custom photography or video of Apple products, or materials with high visibility in any format must be submitted to and approved by Apple before broadcast or publication. Submit your initial concepts, storyboard, or rough cut via email as described on page 3. Apple can review work-in-progress materials; however, all rough cut must be approved by Apple before broadcast or publication. Allow a minimum of five to seven business days for a response.

Your marketing and advertising materials should reflect your company's communication style. Never copy or imitate Apple communications.

Trademark symbols and credit lines
In communications distributed only in the United States, the appropriate symbol (™, ℠, or ®) must follow each Apple trademark the first time it is mentioned in body copy—for example:

App Store℠
Mac®
MacBook Air®

Refer to the Apple Trademark List at www.apple.com/legal/trademark/appletmlist.html for the correct trademark symbol. Do not add a symbol to the Mac App Store badge artwork provided by Apple.

In all regions, use the following credit lines on all communications, listing all the Apple trademarks used in your copy:

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